

# Cultural & Performing Arts Center

*For Frisco, By Frisco*

Bond Proposal 2015



**Citizen Bond Committee**

**December 15, 2014**

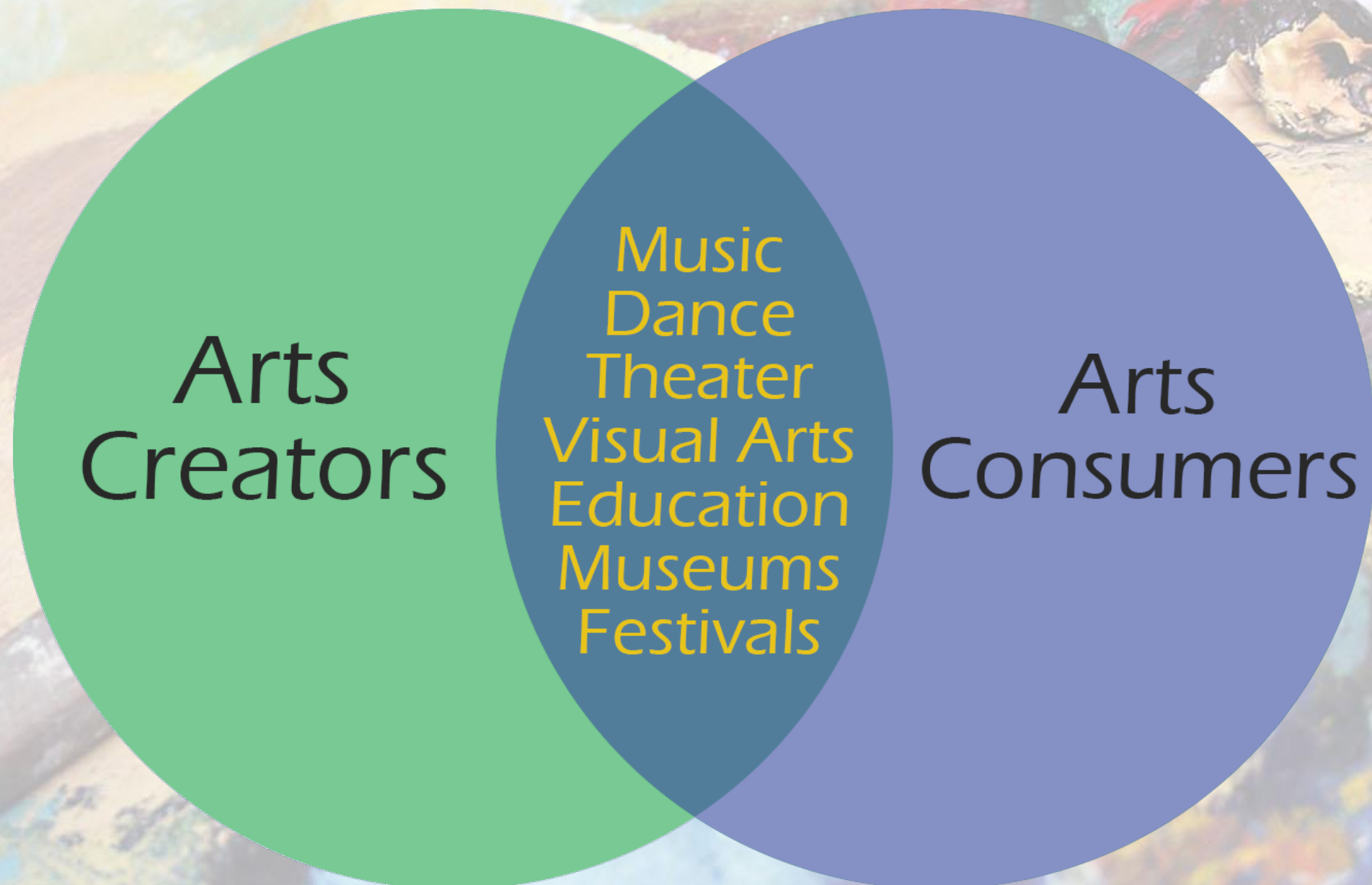
# Cultural & Performing Arts Center

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## Frisco's Arts Community

(all ages, socio-economic backgrounds, races)







# **Think Outside “The Box”**

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**Frisco Discovery Center  
Black Box Theater**

**2,300 Sq. Ft.**

**120 Seats**

**Under \$1 million**





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**Gary Carley**

President, Community Development Corporation (CDC)

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## Function of the CDC

Funded by sales tax; NOT property tax

## Frisco Discovery Center

Opened in 2010

Constructed with \$1M from 2006 bond

Managed by Frisco Association for the Arts

## Black Box Theater

Incubator for the Arts

Not intended to be the city's only facility for the arts



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We've  
Outgrown

**"The Box"**





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A photograph of the Frisco Water Tower, a tall white structure with a red-tiled roof and a large red shield-shaped sign on its side that reads "FRISCO" in white capital letters. The tower is set against a clear blue sky with some green foliage visible at the bottom right.

**Dollars Are  
Leaving  
Frisco!**



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## Studio Dance Centre

- Serves 200 Dance Families
- 500-700 attendees for recitals, dance concerts benefiting “Make-A-Wish North Texas”
- \$10,000 per year in rental revenue leaving Frisco for the Eisemann Center in Richardson.





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### Frisco Youth Theatre

- Canceled all *Peter Pan* shows scheduled in Frisco's Black Box and moved to Plano (Dec. 2014)
- \$2,500 lost in rental revenue; plus restaurant & retail sales for ONE production





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**Frisco Youth Theatre**

**Recent Shows**

**Sold Out**

**within 24**

**Hours!**



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### **Frisco Youth Theatre**

- Sold out 16 shows of *Alice in Wonderland* in April of 2014
- 2,000+ Tickets available only to Friends & Family





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**New Groups Start  
Bigger than  
“The Box”**



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### Frisco Youth Symphony Orchestra

- 60 Students involved within 3 months
- Over 400 in attendance at inaugural concert in November of 2014
- Unable to use “The Box” due to size and poor acoustics





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## 40 Arts Organizations in Frisco

### Dance

Frisco Ballet  
Chamberlain Performing Arts  
Frisco Dance Force  
Legacy Dance Center  
Encore Center for Dance  
Frisco Powerhouse of Dance  
Studio Dance Centre  
Southern Edge  
Next Step  
Sheena's Dance  
Dance Movement  
Collin County Ballet Theatre

### Music

Frisco Chorale  
Institute of Global Music and Arts  
Frisco Youth Symphony Orchestra  
Odysseus Chamber Orchestra  
Collin County Children's Chorus  
Music Institute of North Texas (MINT)  
Neighborhood Area Music School (NAMS)  
Frisco Community Band  
Frisco Jazz Band  
Dallas Symphony Orchestra on the GO  
Centre for Musical Minds  
Yamaha Music School  
Rock N' Bach  
Frisco School of Music  
Frisco Music Teachers Association  
School of Rock  
Open Classical DFW  
Plano Symphony Orchestra  
Classical Conversations (Homeschool Arts Co-op)  
Frisco Symphony Orchestra (Fall 2015)

### Theatre

Frisco Community Theatre  
Frisco Improv Players  
Frisco Area Children's Theatre  
Frisco Youth Theatre  
Plano Children's Theatre  
Acting Studio

### Visual Arts

Visual Arts Guild of Frisco  
Fresh Paint Studio



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## How Does Frisco Compare locally?

City	Frisco	McKinney	Allen	Plano	Lewisville	Richardson	Dallas, TX (City-Owned Seats)	Combined Mean (without Dallas)
Service Population	144,640	149,744	96,214	297,074	101,074	104,475	1.2 million	147,671
Performing Arts Facility	Black Box Theater	McKinney PAC	Allen ISD PAC	Courtyard Theater	MCL Grand Theater	Eisemann PAC	5 publicly owned facilities, operated by the Dallas Office of Cultural Affairs	
# of Seats in Facility	120	427	1,500	321	296	1,563	11,000	704.5
Seats per capita	.0008	.004	.016	.001	.002	.014	.009	.006

# Cultural & Performing Arts Center

## *For Frisco, By Frisco*

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## How Does Frisco Compare Nationally?

(Cities of similar education, income, size, and demographic)

City	Frisco, TX	Naperville, IL	Tempe, AZ	Sunnyvale, CA	Appleton, WI	Sterling Heights, MI	Combined Mean
Service Population	144,640	141,853	164,659	142,896	115,455	126,699	138,168
Performing Arts Facility	Black Box Theater	Wentz Concert Hall, Pfeiffer Hall, Madden Black Box, Theater at Meiley-Swallow	Temp Center for the Arts	Flint Center for the Performing Arts	Fox Cities Performing Arts Center	Macomb Center for the Performing Arts	
Total # of seats in facilities	120	2,061	800	2,300	2,100	1,270	1,091
Seats per capita	<b>.0008</b>	.145	.004	.016	.018	.010	<b>.032</b>



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## Where Does Frisco Stand?

(Cities of similar education, income, size, and demographic)

- **83% fewer seats than our neighboring-cities average of 704**
- **89% fewer seats than similar-cities national average of 1,091**

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**P A S T**

What can **FRISCO** do for the arts?

**F U T U R E**

What can the **ARTS** do for Frisco?





**“In my own philanthropy and business endeavors, I  
have seen the critical role that the arts play in  
stimulating creativity and in developing vital  
communities....the arts have a crucial impact on our  
economy and are an important catalyst for learning,  
discovery, and achievement in our country.”**

*–Paul G. Allen, Co-Founder, Microsoft*



# Cultural & Performing Arts Center

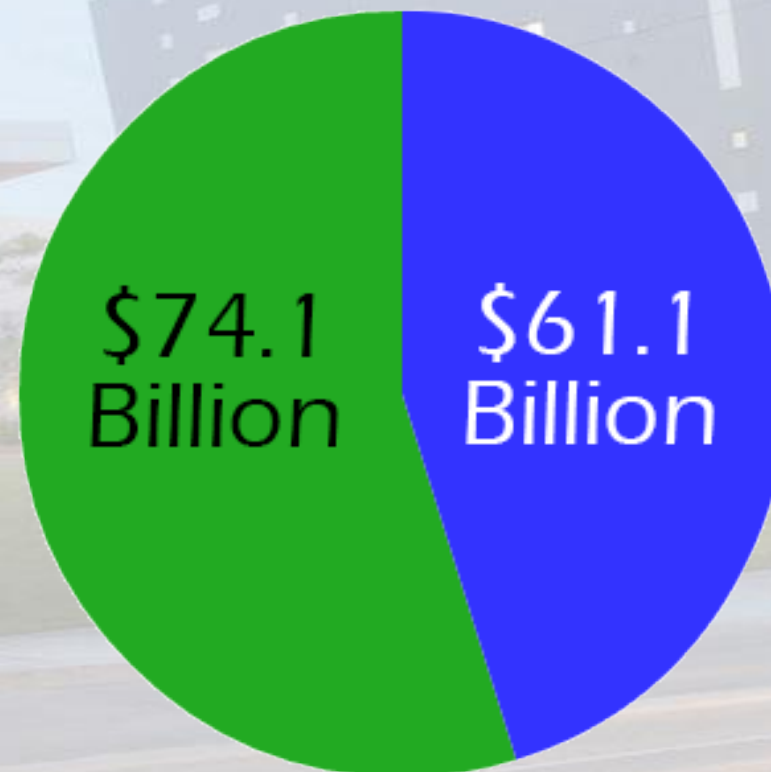
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## Did You Know?

The arts industry generated \$135.2 billion in economic activity in 2012

**Event Related Expenditures**  
(Includes ancillary revenue from dining, retail, & lodging)



**Non-Profit & Cultural Arts Organizations**

SOURCE: [AmericansForTheArts.org](http://AmericansForTheArts.org)

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## Did You Know?

- 32% of patrons attending an arts event live outside the county
- Arts tourists stay longer and spend **MORE** than the average traveler; spending \$39.96 versus \$17.42.





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## The Arts Fuels the Local Economy

**“The arts are MAGNETS for tourists, and local businesses reap the financial rewards of the increased spending they bring to local economics. Simply put, the arts and culture industry is a cornerstone of tourism and economic development in America.”**

*– Robert L. Lynch, US Tourism and Advisory Board  
CEO - Americans for the Arts*



# Cultural Arts Celebrates Our Diversity





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## Art is an International Language

- Frisco is an international city.
- Cultural arts brings the community together to celebrate its unique identity.
- Frisco's Performing Arts Center can be an educational and cultural resource for the region, with diverse programming that draws people from McKinney, Allen, Plano, Prosper, Celina, and beyond.



# National Performing Arts Centers



Hylton Performing Arts Center (Manassas, VA)



Kentucky Center for the Arts (Louisville, KY)



Moody Theatre (Austin, TX)



Segerstrom Center for the Arts (Costa Mesa, CA)



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## Frisco's Vision for the Arts

Frisco's Award-winning Millenium Plan in 2000 called for a community facility for all ages; and cultural facilities, including a Performing Arts Center.

City of Frisco, Texas

Chapter 2

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**Community Facility Goals and Objectives**

In addition to new development, the City will require various community-oriented facilities, as expressed by the following goals and objectives.

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**Goal #CF-1 – Community Facilities**

*The City of Frisco should promote a variety of community facilities.*

**Objective CF-1.1 (City Hall)**

The City of Frisco should develop a municipal complex located within the Historic Downtown district to include a new City Hall and a police/justice center. In conjunction with the municipal complex, other facilities may also include a new central City library, a community center for all ages, convention center, and/or cultural facilities (museum, performing arts center, etc.).


# Cultural & Performing Arts Center

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## Frisco's Vision for the Arts

The only objective from both the 2000 Millennium Plan and the 2006 Comprehensive Plan for Frisco that remains unachieved is the construction of a performing arts center.



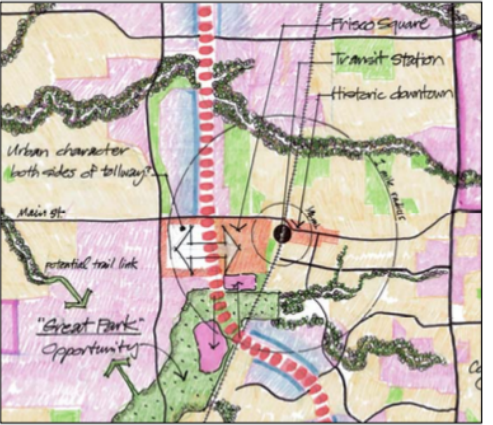
City of Frisco, Texas  
2006 COMPREHENSIVE PLAN

### 2. ESTABLISH FRISCO AS A CENTER FOR ARTS, EDUCATION & ENTERTAINMENT

- ❖ **Increase cultural opportunities and choices through initiatives** including more public and private art venues, such as the new joint Performing Arts Facility (that Frisco is completing with Allen and Plano). The City should continue funding for public art.
- ❖ **Pursue additional higher-education opportunities** including a four-year university, a private university, a university center (where various schools of higher education provide classes in one facility or area), or a satellite university.
- ❖ **Enhance the role of Downtown as the cultural and social center of the City.** Support local efforts to create business awareness, promote social events, and create community ties. (Also see Policy #3 below.)

### 3. REINFORCE & STRENGTHEN DOWNTOWN AS THE HEART OF FRISCO

- ❖ **Promote the adaptive re-use of historic structures** to preserve the City's architectural heritage and sense of authenticity; ensure that new development contributes to the evolution of a strong, pedestrian-oriented mixed use district.
- ❖ **Encourage a diversity of housing including mixed use in the Downtown** to enliven the district, support retail and provide opportunities for pedestrian-oriented young professional and "empty-nester" living.
- ❖ **Create open spaces and plazas to serve as focal points, landmarks and gathering places** for socializing and celebrations.
- ❖ **Increase recreation and entertainment opportunities in the Downtown** through the use of mixed use development and cultural events.
- ❖ **Connect the Downtown with retail, entertainment and residential districts through the use of trails and transit.**



The Challenges & Opportunities Diagram (from the Visioning chapter, Plate 2-1) Shows Downtown Frisco as an Opportunity



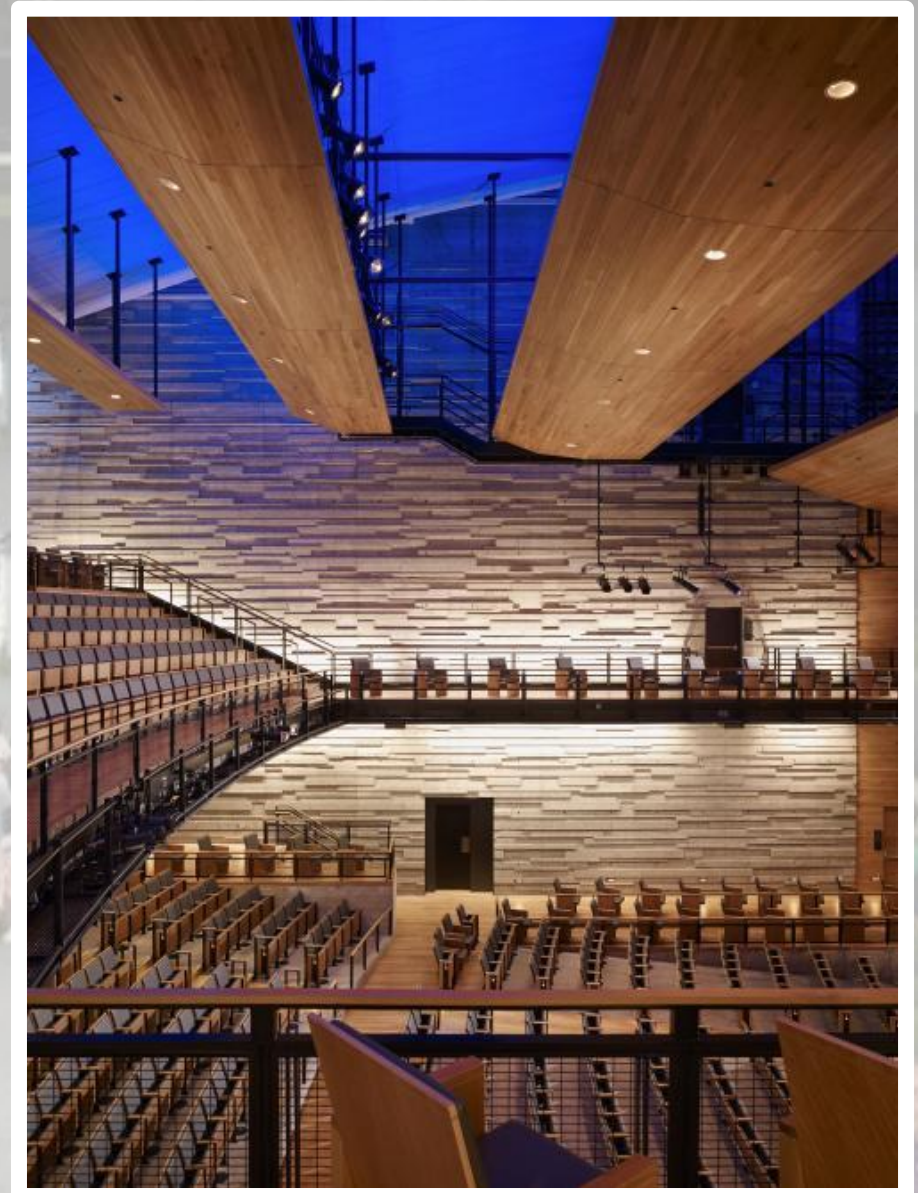
# Cultural & Performing Arts Center

## *For Frisco, By Frisco*

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### What Do We Need?

- A Cultural and Performing Arts Center *IN Frisco, BY Frisco*
- A flexible facility to provide equitable access to all cultural, visual, and performing arts in the greater Frisco area
- A center of education, enlightenment, and celebration for the entire community



# Cultural & Performing Arts Center

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## Preferred Location

- Walkable to Old Downtown
- Adjacent to Museum District
- Anchors the Arts District
- In the heart of the city on Main Street
- Unites sports, arts, heritage, culture, and civic activity within a walkable community



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### Frisco's Arts Bond History

- 2002** \$19 Million approved for construction of a Performing Arts Center in partnership with neighboring cities
- 2006** \$5 Million allocated for Science & Performing Arts Facility (\$4 Million remains unissued)
- 2010** \$1 Million issued for creation of the Frisco Discovery Center (Including Black Box Theater)
- 2011** Remaining \$16.4 Million for 2002 ACC project revoked by Frisco voters
- 2014** Court awarded \$750,000 settlement to Frisco from defunct ACC project

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## Case Study

### Dallas City Performance Hall

- Opened in September, 2012
- 749 Seat flexible facility for music, theatre, dance
- Researched various sizes from 300 to 2,200 seats
- Surveyed 70 community groups for their needs
- Conceived to serve small to mid-sized arts organizations within the community



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## Case Study

### Dallas City Performance Hall

- Tiered rental structure favoring non-profits
- Award-winning acoustics & technology
- Publicly funded & managed by the City of Dallas
- \$2.25 million in bonds for program & design
- \$38.2 million in bonds for construction



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## Feasibility Study

- **Funded from remaining 2006 bonds**
- **12 to 18-month process**
- **Frisco-centric** (What's right for Frisco?)
- **Community focused**



# **Cultural & Performing Arts Center**

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## **Potential Funding Sources**

- 
- **Municipal Bonds**
  - **Collin College**
  - **CDC / EDC**
  - **Private Investors**
  - **FISD**
  - **Fundraising/Gifts**
  - **TIF**
  - **Grants**



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## Requested Bond Support **\$20 Million**

- Demonstrates Frisco's understanding & commitment of the importance of arts, culture, and community
- Significant contribution to attract a quality partner
- Fulfills the vision created with the Millennium Plan



# **Think Outside “The Box”**



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## Presenters

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Executive Director, Centre for Musical Minds

**Gary Carley**

President, Community Development Corporation